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CableVision

The news and features weekly of the c

December 24, 1984

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The 16th annual Western Cable Show held Dec. 5-7 in Anaheim, Calif., included panel discussions on a variety of subjects. Turn to pages 19-25 for Western Show reports.

Leading the week 9-11

12-12-12 plan ready

The Federal Communications Commission is ready to adopt a plan that would allow media companies to own as many as 12 television stations as long as the audience reach of the properties does not exceed 25 percent of the national television viewing audience.

TBS offering sold out

Turner Broadcasting System has sold out its $200 million public offering of debt, common stock and warrants after increasing the size of the proposed offering from $125 million.

Sporting in L.A.

Daniels & Associates has teamed with SportsChannel to initiate a long-planned regional sports service for the Los Angeles area and Metromedia has formed a cable programming division whose first project will be a package of 20 Dodger games to be marketed next year.

CCI campaign is on

The Council for Cable Information will launch its $6 million cable image-building campaign in February 1985. The group's board of directors gave a unanimous go-ahead for the launch in the wake of the campaign's positive test results in four markets.

DMN wants cable

Postponing its launch by a month, Discovery Music Network will make a new effort for cable systems following Western Show response to Holophonics, a revolutionary audio technique the service will utilize on a full-time basis.

Western Show report

See stories, pages 19-25

Advertising management

Members of a Western Show discussion panel agreed MSOs must play some role in the advertising sales operations of their franchises, but went their separate ways in defining the parameters of that role.

Lifetime blossoms

Lifetime has scheduled a $20 million investment in new programming to premiere Jan. 16 with five hour-long weeknight series at the heart of the service's new evening schedule.

Cable bill assessment

According to panelists at the Western Show who were invited to discuss the ins and outs of the new federal cable legislation, operators can expect both good and bad from the bill: some financial gains, but also a continuation of trips to federal district courts.

Advice for entrepreneurs

Cable executives have widely varying opinions on the matter of investing in systems and budding MSOs. *CableVision* Editor Victoria Gits sets forth the advice that three players shared with Western Show attendees.

The impact of VCRs

With all the ominous talk of the impact of videocassette recorders, some Western Show panelists surprised those on hand by turning the tables and voicing the positive side of the VCR boom. Associate Editor Sally Russell provides the details.

Pay-per-view prophets

Operators who have experimented with ongoing pay-per-view projects say they are pleased with the results and optimistic about their prospects for success. That's the word Associate Editor Sally Russell brings from the Western Show.

About the cover

Kicking off the Western Cable Show in Anaheim, Calif., was a panel of accomplished executives including: Jack Clifford, chairman of Colony Communications Inc.; Neil Austrian, chairman and CEO of Showtime/The Movie Channel; and Mel Harris, president of Paramount Video. Photograph by Rhoda Pollack.

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CableVision

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Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base: INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	Transponder
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Country Coast-to-Coast	3
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax National Teletext Magazine	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
New England Sports Network	13
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuter Monitor Service	18
Reuter News-View	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
*SPN	6
Sports Time Cable Network	4
Sportstracker	3
Star Ship Stereo	6, 8
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network (during blackout)	9
The Weather Channel	22
WFMT (United Video/audio service)	21
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	Transponder
American Movie Classics	2
Biznet (Viacom)	15
Bravo (ESPN)	2
In-Touch	3
National Christian Network	7
Pacific Cable Network	24
Playboy Channel	4
Santa Fe Communications	23
Satellite Jazz Network, KKGO-FM	17
SCAN	3
The Silent Network	16
SportsVision	9
Star Ship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Westar III (Western Union)	Transponder
AP Newscable	1
AP News Plus	1
Brightstar International	21H
CNN (Cable News Network)	5H
HSC-TV/The BAMC Hour	23H
The Independent News (TIN)	21H
Occasional Transmissions	21H, 23H

Westar IV (Western Union)	Transponder
ABC Contract Channel	20V
Atlantic City Horse Racing	18V
Cable News Network (CNN)	16V
Catholic Telecommunications Network of America	11H
Music Magazine	19H
Mutual Radio Network	1, 2
National Public Radio	2
Occasional Transmissions	10V, 21V
Public Broadcasting System	15H, 17H, 21H, 23H
Texas State Network	2
World of Faith Satellite Network	18V

Westar V (Western Union)	Transponder
Arts & Entertainment	23H
CBS Contract Channel	7H
Fantasy Unrestricted Network (FUN)	24V
The HiLife Channel	20V
The Meadows Racing Network	22V
The Nashville Network	17H
Penn National Racing	15H
The Pleasure Channel	22V
Pro-Am Sports System (PASS)	14V
Sports Time Cable Network	21H
Sportsvue Network	8V
The University Network	2V

* As of Jan. 1, 1985
Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
*1	Tele-Communications Inc	3,300,000	(10/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	2,013,000	(10/84)
4	Cox Cable Communications	1,540,533	(10/84)
5	Storer Cable Communications	1,459,000	(10/84)
6	Warner Amex Cable Communications	1,230,000	(10/84)
7	Times Mirror Cable Television	993,789	(11/84)
8	Continental Cablevision	939,000	(10/84)
9	Newhouse Broadcasting	873,198	(11/84)
10	Viacom Cablevision	785,000	(10/84)
11	UA Cablesystems Corp	694,225	(11/84)
12	United Cable Television	679,572	(10/84)
13	Sammons Communications	649,000	(11/84)
14	Rogers Cablesystems	568,604	(10/84)
15	Cablevision Systems Development	560,000	(10/84)
16	Comcast Cable Communications	472,512	(11/84)
17	Heritage Communications	433,748	(10/84)
18	Telecable Corp	427,885	(11/84)
19	Jones Intercable	406,421	(10/84)
20	Capital Cities	365,000	(11/84)
21	Wometco Cable TV	300,430	(11/84)
22	Century Communications	285,000	(7/84)
23	Prime Cable	275,158	(10/84)
24	Daniels and Associates	269,139	(11/84)
25	Multimedia Cablevision	262,048	(11/84)
26	TCA Group	257,150	(10/84)
27	Centel Cable Television	255,394	(11/84)
28	American Cablesystems Corp	243,066	(10/84)
29	MacLean Hunter Cable TV	237,903	(10/84)
30	Cable Vision Industries	233,595	(10/84)
31	McCaw Communications	224,000	(10/84)
32	Scripps-Howard	210,225	(10/84)
33	Colony Communications	193,259	(10/84)
34	Adelphia Communications	191,286	(11/84)
35	Service Electric Cable TV	189,500	(12/83)
36	Rollins Cableview	185,800	(10/84)
37	Tribune Cable Communications	180,268	(11/84)
38	Communications Service	179,000	(12/84)
39	Cablentertainment	174,067	(10/84)
40	Buckeye Cablevision	169,823	(11/84)
41	Western Communications	151,354	(11/84)
42	Harte Hanks Communications	136,050	(10/84)
43	McDonald Group	139,585	(6/84)
44	Adams-Russell Communications	137,084	(11/84)
45	Harron Communications	132,644	(10/84)
46	Midcontinent Cable Systems Co	129,180	(10/84)
47	Falcon Communications	120,575	(10/84)
48	Sutton Capital Group	119,895	(9/84)
49	Midwest Video Corp	118,102	(9/83)
50	Harris Cable Corp	112,895	(10/84)
51	Televents	112,500	(11/84)
52	Armstrong Utilities	107,846	(10/84)
53	Communications Systems Inc	94,655	(4/84)
54	Multi-Channel TV Cable	94,334	(10/84)
55	Greater Media	93,300	(11/84)
56	Summit Communications	92,821	(10/84)
57	Lenfest Group	90,763	(10/84)
58	McClatchy Newspapers	83,447	(10/84)
59	King Videocable Co	82,772	(10/84)
60	Perry Cable TV	82,201	(11/84)
61	The Essex Group	80,556	(10/84)
62	U.S. Cable Corp	80,000	(10/84)
63	WEHCO Video	76,862	(11/84)
64	Acton Corp	74,245	(10/84)
65	Palmer Communications	74,041	(11/84)
66	Omega Communications	74,000	(12/84)
67	Wabash Cablevision	68,752	(11/84)
68	Susquehanna Broadcasting	68,560	(10/84)
69	Booth Communications	67,360	(10/84)
70	Cable Management Associates	64,629	(11/84)
71	Sonic Cable TV	64,522	(7/84)
72	Pencor Services	62,014	(10/84)
73	Omni Cable TV	59,578	(11/84)
74	Selkirk Communications	56,307	(11/84)
75	Marsh Media	55,483	(10/84)
76	National Telecommunications	51,300	(11/84)
77	Simmons Communications	48,366	(10/84)
78	Wisconsin Cablevision and Radio	48,123	(11/84)
79	United Video Management	47,679	(6/84)
80	First Carolina Communications	45,600	(11/84)
81	Joseph Gans Cable TV	42,803	(10/84)
82	Helicon	42,613	(10/84)
83	Chambers Communications	42,380	(10/84)
84	Cencom Cable Associates	42,022	(11/84)
85	Matrix Enterprises	41,974	(10/84)
86	Whitney Communications	41,650	(10/84)
87	Donrey Cablevision	41,209	(11/84)
88	Masada Corp	40,000	(11/84)
89	New England Cablevision	37,198	(11/84)
90	Marcus Communications	37,163	(10/84)
91	Combined Cable Corp	36,200	(11/84)
92	Multivision Group	35,396	(10/84)
93	Cable Holdings	33,711	6/84
94	Star CATV Investment	33,449	(11/84)
95	The Daily Press	30,378	(10/84)
96	Northland Communications	37,000	(11/84)
97	United Broadcasting	30,000	(3/84)
98	Mid American Media	28,523	(11/84)
99	Tektron Inc	27,147	(11/84)
100	The Karnack Corp	26,427	(7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	248,883	(10/84)
2	Woodbury (Long Island), NY	Cablevision Systems	235,000	(10/84)
3	San Antonio, TX	Rogers Cablesystems	200,459	(10/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	180,000	(10/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	166,923	(10/84)
8	Wayne, NJ	UA Cablesystems	134,000	(11/84)
9	Cincinnati, OH	Warner Amex Cable	126,000	(10/84)
10	Tulsa, OK	United Cable	117,679	(10/84)
11	Audubon, NJ	Independent	117,591	(10/84)
12	Atlanta, GA	Prime Cable	117,416	(11/84)
13	Baltimore County, MD	Comcast	112,000	(10/84)
14	Tidewater (Norfolk), VA	Cox Cable	110,278	(10/84)
15	Rochester, NY	ATC	108,600	(12/83)
16	Erie County, NY	Prime Cable	107,500	(11/84)
17	San Jose, CA	Gill Industries	106,000	(11/84)
18	Jacksonville, FL	Continental	100,000	(9/84)
19	Englewood, CO	United Cable	99,164	(10/84)
20	Austin, TX	ATC	98,900	(12/83)
21	Toledo, OH	Buckeye Cablevision	97,669	(11/84)
22	San Juan, PR	Harris Cable	97,512	(10/84)
23	Honolulu, HI	ATC	97,100	(12/83)
24	Central Islip (Long Island), NY	Viacom Cablevision	97,000	(10/84)
25	Seattle, WA	Group W Cable	96,260	(10/84)
26	Manhattan, NY	Group W Cable	95,750	(11/84)
27	Memphis, TN	ATC	94,300	(12/83)
28	Jefferson Parish/Kenner, LA	Cox Cable	93,059	(10/84)
29	San Francisco, CA	Viacom Cablevision	89,000	(10/84)
30	Wilmington, DE	Rollins	84,000	(10/84)
31	Grand Rapids, MI	General Electric	82,468	(11/84)
32	Dallas, TX	Warner Amex Cable	82,000	(10/84)
33	Wichita, KS	Multimedia Cablevision	81,399	(11/84)
34	Seattle, WA	Viacom Cablevision	81,300	(10/84)
35	San Diego, CA	ATC	78,900	(12/83)
36	Phoenix, AZ	Times Mirror	76,785	(11/84)
37	New Orleans, LA	Cox Cable	74,647	(10/84)
38	Boston, MA	Cablevision	73,000	(10/84)
39	Pittsburgh, PA	TCI	73,000	(10/84)
40	Pompano Beach, FL	American Cablesystems	72,000	(10/84)
41	Richmond/Henrico County, VA	Continental Cable	71,900	(11/84)
42	Flint, MI	Comcast	71,000	(10/84)
43	Broward County, FL	Storer	69,932	(10/84)
44	Tacoma, WA	Independent	69,725	(12/84)
45	South Texas, TX	Heritage	67,207	(10/84)
46	South Bend, IN	Heritage	67,120	(10/84)
47	Clearwater, FL	Newhouse	67,000	(11/84)
48	Santa Monica, CA	Group W Cable	66,543	(11/84)
49	Omaha, NE	Cox Cable	66,444	(10/84)
50	Louisville, KY	Times Mirror	66,427	(11/84)
51	Cleveland Heights, OH	Viacom	66,000	(10/84)
52	Baton Rouge, LA	Daniels & Associates	65,296	(11/84)
53	Jefferson County, KY	Storer	65,260	(10/84)
54	Charlotte, NC	ATC	64,600	(12/83)
55	Indianapolis, IN	Wabash Cablevision	64,267	(11/84)
56	Nashville, TN	Viacom	64,000	(10/84)
57	Buffalo, NY	TCI	63,220	(11/84)
58	Columbus, OH	Warner Amex Cable	62,000	(10/84)
59	Boston Complex (Malden), MA	Warner Amex Cable	61,264	(11/84)
60	Chicago Suburbs (Oak Park), IL	Cablevision Systems	61,000	(10/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Santa Barbara, CA	Cox Cable	59,949	(10/84)
63	Akron, OH	Warner Amex Cable	59,923	(11/84)
64	Syracuse Suburbs, NY	New Channels	59,842	(11/84)
65	St. Petersburg, FL	Group W Cable	59,609	(10/84)
66	Monterey, CA	Western	59,315	(11/84)
67	Kansas City, MO	ATC	59,100	(12/84)
68	El Paso, TX	Group W Cable	58,661	(10/84)
69	Snohomish County, WA	Viacom	58,600	(10/84)
70	Hartford, CT	Times Mirror	58,378	(11/84)
71	Harrisburg, PA	Sammons Communications	58,000	(11/84)
72	Las Vegas, NV	Times Mirror	57,363	(11/84)
73	Sarasota, FL	Storer	56,985	(10/84)
74	New Britain, CT	United Cable	56,893	(10/84)
75	Worcester (Leicester), MA	Greater Media	56,227	(11/84)
76	Des Moines, IA	Heritage	56,196	(10/84)
77	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	56,000	(10/84)
78	Columbus, OH	Coaxial Communications	55,712	(11/84)
79	Madison, WI	Midcontinent Cable/TCI	55,389	(10/84)
80	New Haven, CT	Storer	55,385	(10/84)
81	Allentown, PA	Independent	55,000	(10/84)
82	Binghamton, NY	New Channels	54,920	(11/84)
83	Albany, GA	Storer	54,870	(10/84)
84	Mt. Prospect, IL	Cablenet	54,710	(11/84)
85	Port Arthur, TX	TCI	54,000	(11/84)
86	Westchester County (New Rochelle), NY	UA Cablesystems	54,000	(11/84)
87	Los Angeles, CA	Falcon Communications	53,500	(10/84)
88	Charleston, SC	Storer	53,445	(10/84)
89	Lexington, KY	Telecable	53,228	(11/84)
90	Escondido/San Diego, CA	Times Mirror	52,845	(11/84)
91	Canton, OH	Warner Amex Cable	52,098	(11/84)
92	Albuquerque, NM	Tribune Cable	51,885	(11/84)
93	San Rafael/Marin County, CA	Viacom	51,600	(10/84)
94	Shreveport, LA	ATC	51,400	(12/83)
95	Winston-Salem, NC	ATC	50,833	(10/84)
96	Jackson, MS	ATC	50,700	(12/83)
97	Birmingham, AL	ATC	50,000	(12/84)
98	Reading, PA	ATC	50,000	(12/83)
99	Oklahoma City, OK	Cox Cable	48,950	(10/84)
100	Moline, IL	Cox Cable	48,125	(10/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.